



STIP

GHSP

GHSP

The Governor's Highway Safety Program

The Governor's Highway Safety Program (GHSP) was created in 1967 by legislation which empowered the Governor to contract with the U.S. Department of Transportation for the purpose of securing funding through the Highway Safety Act of 1966, Section 402. This funding provides for the administration of a highway safety program designed to reduce traffic crashes and the resulting deaths, injuries and property damage.

Today, the GHSP is under the supervision, guidance and support of the Secretary of Transportation. Funding for the GHSP projects and activities is provided through federal traffic safety grants.

The nine major areas of funding are occupant protection, police traffic services, speed control, traffic records, emergency medical services, motorcycles, pedestrians/bicycles, roadside safety and prevention of alcohol/drug-related crashes.

The GHSP consists of 12 staff positions representing planning, programming, evaluation, fiscal management, public information and education. The GHSP's mission is to plan and execute a comprehensive highway traffic safety program for North Carolina to reduce the number of fatalities and injuries on the state's roadways.

The GHSP developed a statewide safety belt campaign that utilizes enhanced law enforcement and public education to increase statewide safety belt usage rates. This campaign, "Click It or Ticket", has become a national model and is now utilized in over 40 states. North Carolina now boasts an 88.8 percent safety belt usage rate and "Click It or Ticket" has been responsible for a 14 percent decline in fatalities and serious injuries and a savings of more than \$150 million in health care costs, not including costs associated with loss of productivity.

A companion campaign to address impaired driving, "Booze It & Lose It" was developed shortly after "Click It or Ticket" was launched in 1993. The "Booze It & Lose It" campaign, through the implementation of high profile checkpoints utilizing the state's six mobile breath alcohol testing units, or BAT Mobiles, has been responsible for reducing late-night impaired driving to less than 1 in 100--the lowest rate ever measured in the U.S.

All 100 counties have joined the GHSP's "Click It or Ticket" and "Booze It & Lose It" campaigns by establishing county law enforcement coordinators that organize local agencies that participate in the efforts. The U.S. Department of Transportation has praised the initiative as an outstanding example for the U.S. DOT's campaign to reduce alcohol-related fatalities and increase safety belt use.

The GHSP has also begun to focus additional attention on motorcycle safety and commercial motor vehicles. Each of these two types of vehicles is high in the number of fatal crashes and serious injuries. Motorcycling has become more popular in recent years increasing the exposure of those riding to crashes. GHSP is working to address safety issues from a legislative standpoint and from an education perspective. Commercial motor vehicles are an area that GHSP is focusing primarily on education issues at this time.

A high school component of the "Click It or Ticket" campaign has been implemented. This program is named "R U Buckled?" ties safety belt usage to parking privileges at individual high schools. The program has been implemented in over 150 high schools statewide.

The GHSP operates and schedules the North Carolina Highway Safety Exposition (Expo). The award-winning Expo is a 50-foot trailer with interactive highway safety exhibits. The Expo features animated robotic characters and an impaired driving simulator. This exhibit travels across North Carolina carrying a lively highway safety message to street fairs, schools and conferences.

The following represents the GHSP plan:

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Project	Federal Share (in thousands)	State/Local Share (in thousands)
GHSP Administration:		
Planning and Administration	333.1	333.1
Alcohol Involvement:		
GHSP Public Information and Education	370.9	0.0
GHSP Displays	240.7	0.0
Conference of District Attorneys Prosecutor Training	295.9	0.0
Technology Exchange	125.6	0.0
SADD Conference	12.0	0.0
ALE	50.0	0.0
MADD Public Information & Education	85.0	0.0
EI Pueblo	100.3	0.0
HSRC DWI Crash Web Site	39.8	0.0
DHHS Breath Testing Instruments	1314.3	0.0
DHHS BAT Mobiles	75.8	0.0
DHHS DRE Program	194.0	0.0
DHHS SFST	59.0	0.0
Pitt County DA	37.9	0.0
Watauga County DA	68.3	0.0
Buncombe County DA	42.4	0.0
New Hanover County DA	51.3	0.0
Johnston County DA	43.1	0.0
Benson PD	15.3	0.0
Warren County SO	15.5	0.0
Fairmont PD	14.5	0.0
Wilson's Mills PD	19.8	0.0
Carthage PD	18.9	0.0
Pine Knoll Shores PD	16.8	0.0
Murphy PD	5.0	0.0
Tabor City PD	9.6	0.0
Carolina Beach PD	17.8	0.0
Cramerton PD	18.3	0.0
Mount Airy PD	1.1	0.8
Maggie Valley PD	1.2	0.0
Warrenton PD	20.8	2.8
Kernersville PD	17.7	0.0
Siler City PD	15.1	0.0
New Hanover County SO	262.5	48.5
Salisbury PD	12.1	0.0
SHP	203.7	0.0

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Project	Federal Share (in thousands)	State/Local Share (in thousands)
Alcohol Involvement (continued):		
Waxhaw PD	17.5	0.0
Broughton PD	2.5	0.0
North Wilkesboro PD	3.2	0.0
Davie County SO	15.8	0.0
Winston-Salem PD	11.4	0.0
Lexington PD	18.5	0.0
SHP	265.8	0.0
Police Traffic Services:)		
Technology Exchange	318.5	0.0
NCJA Traffic Training	47.0	0.0
Brunswick County	9.0	3.0
Salisbury PD	9.0	3.0
Waynesville PD	6.8	2.2
Oxford PD	77.5	11.6
Murphy PD	24.0	8.0
Hickory PD	239.5	46.0
Nash County SO	255.2	50.4
UNC-Greensboro PD	42.1	175.8
Cape Carteret PD	36.5	15.1
Ocean Isle Beach PD	28.7	9.6
Whispering Pines PD	63.6	12.5
Mooreville PD	72.5	13.2
Kitty Hawk PD	12.0	12.0
Yakinville PD	25.0	7.2
Wilmington PD	132.5	23.3
Garner PD	67.2	71.7
Kernersville PD	53.5	54.0
Rolesville PD	34.6	11.5
Alamance County SO	52.1	52.1
Boiling Spring Lakes PD	26.6	27.6
Carthage PD	56.4	33.9
Lillington PD	22.7	22.7
Pembroke PD	22.0	22.0
Apex PD	59.5	35.7
Aberdeen PD	55.7	33.4
Caldwell County SO	20.6	20.6

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Police Traffic Services (continued):		
Franklinton PD	26.2	26.2
King PD	49.7	49.7
Morrisville PD	26.6	26.6
Newport PD	59.4	84.7
Northampton County SO	16.9	16.9
Raleigh PD	35.5	49.4
Richmond County SO	99.0	59.8
Marshville PD	32.7	11.6
Shelby PD	40.0	40.0
Wake Forest PD	60.2	60.2
Winterville PD	43.5	43.5
Asheboro PD	24.4	24.4
Leland PD	49.3	27.5
Kitty Hawk PD	55.9	55.9
Madison PD	21.1	21.1
Monroe PD	34.5	39.3
Mount Olive PD	19.5	19.5
Wake County SO	288.0	50.0
New Hanover County SO	63.5	63.5
Shallotte PD	28.1	28.1
Harnett County SO	47.9	47.9
Anson County SO	22.6	21.5
Ahoskie PD	38.4	38.9
Warsaw PD	18.4	18.4
Washington County SO	36.4	18.2
Guilford County SO	92.4	71.1
Locust PD	34.6	11.5
Chatham County SO	38.4	12.8
Jackson County SO	74.1	24.7
Wilson's Mills	33.5	11.7
Archdale PD	31.4	10.5
Oriental PD	28.0	9.3
Zebulon PD	36.8	12.3
Ayden PD	32.5	9.9
Tabor City PD	28.2	9.4
New Bern PD	20.3	265.2

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Police Traffic Services (continued):		
China Grove PD	25.3	8.4
Laurinburg PD	54.6	19.6
Rockingham PD	96.4	57.8
Pinebluff PD	31.8	10.6
Hamlet PD	31.8	10.6
Rockwell PD	27.2	9.1
Candor PD	26.9	9.1
Biscoe PD	31.1	10.4
Siler City PD	83.9	28.0
Boiling Springs PD	25.5	9.8
Marion PD	1.0	38.3
Maggie Valley PD	48.9	16.3
Pine Knoll Shores PD	37.8	63.0
Henderson County SO	80.6	13.0
Moore County SO	87.0	29.0
Cary PD	72.4	24.1
Hoke County SO	123.2	43.1
Hillsborough PD	67.7	22.6
Marshall PD	23.5	7.8
Fuquay-Varina PD	83.1	27.7
Pinehurst PD	89.9	33.7
Camden County SO	37.0	12.5
Bridgeton PD	28.5	9.5
Stallings PD	38.1	12.7
Forsyth County SO	83.1	27.7
Clinton PD	34.3	34.3

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Pedestrian/Bicycle Safety:		
HSRC Pedestrian Demo-Henderson County	10.0	0.0
Occupant Protection:		
Department of Insurance (DOI) Safe Kids Buckle Up	573.0	590.0
HSRC Child Passenger Safety Resource Center	138.8	0.0
Technology Exchange	208.0	0.0
RTI Observational Surveys	195.2	0.0
El Pueblo Hispanic OP Education	100.3	0.0
WNC SAFE KIDS Regional Training	48.6	203.0
GHSP PI & E	577.7	0.0
GHSP Law Enforcement Network	330.3	0.0
GHSP Law Enforcement Points System	116.6	0.0
GHSP OP Displays	240.7	0.0
Rail/Highway Crossing:		
Operation Lifesaver	80.0	0.0

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Motorcycle Safety:		
NC Motorcycle Safety Education Program (NCMSEP) Expansion	56.5	23.5
Bike Safe NC	50.0	0.0
NC Concerned Bikers Association/ABATE of NC	4.8	0.0
GHSP	21.2	0.0
Traffic Records:		
HSRC Quick Response	48.4	18.0
HSRC Crash Web Site	51.8	22.0
Traffic Records Coordinator	119.6	0.0
NC DMV	3.5	0.0
NC SHP Crash Reporting	287.0	95.7
NC DOT Traffic Engineering Branch	31.6	0.0
Siler City PD	8.0	8.0
Dobson PD	8.0	8.0
School Bus Safety:		
NC DPI School Bus Safety PI&E	22.9	11.0

